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aruba visitor's guide



guía para el turista en aruba

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Aruba Caribbean Hotel-Casino



if you think
KAN's rings are beautiful,
you ought to see our bracelets

our 5 stores in aruba
mainstreet /two
airport
sheraton
holiday inn

KAN

the jewelers from holland

ARUBA - BONAIRE - CURACAO - ST. MAARTEN - HOLLAND

Bonbini - Welcome - Bienvenidos

Our staff will gladly assist you
with all possible information
and suggestions to make your
stay in Aruba a most pleasant
and enjoyable vacation.

Al desearles una estadia muy
placentera en esta isla, nos
ponemos a sus órdenes para
asistirles en la mejor forma
posible.

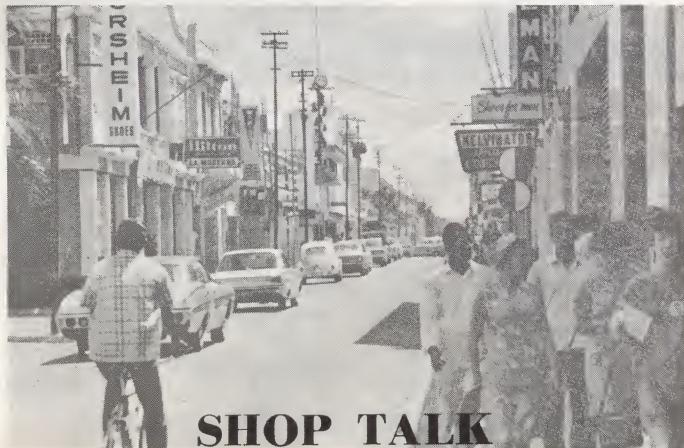
Aruba

TOURIST BUREAU

TEL. 3777

FOR :

- Aruba souvenirs, postcards, postage stamps and a mailing service
- American magazines, English paperbacks
- Stamp collectors we have all the stamps that you miss in your collection



SHOP TALK

Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Haggling is not an accepted custom in Aruba. Stores are open from 8-12 noon and 2-6 p.m. Monday thru Saturday.

Monday thru Saturday.

A fine place to start your shop tour is at **ANTONIO'S RESTAURANT** for good snacks and fast service. At the head of the Nassaustraat, the town's mainstreet, you face **MANHATTAN STORE, INC.** Enjoy pleasant shopping and look through their large assortment of international gift items; copper & brassware, Israeli ceramics, embroidered linens, beach wear..... and Samsonite suitcases. A few steps down is **MARISKA'S BOOKSTORE**. Here you'll find the largest assortment of postcards, slides, color films of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is **FANNY'S**. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is **LEO BERLINSKI**'s jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find **ARUBA PEASANT SHOP**, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Now cross the street again and enter **CASA HAIME**. Featuring extensive lines of souvenirs, embroideries, jewelry, Mallorca pearls, Swiss watches, beach wear and boutiques. This modern store is air- & musiconditioned and service excellent. Continue to **ARUBA TRADING COMPANY**. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit **PHOTO EL GLOBO**, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely



The most accurate
GP High Frequency
chronometer in the
world

GIRARD-PERREGAUX

FINE WATCHES SINCE 1791

"Leo Berlinski" Jeweler

DIAMONDS — JEWELRY — WATCHES
ORANJESTAD SAN NICOLAS
ARUBA, N.A.

showcase displays identify **SPRITZER + FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. SPRITZER & FUHRMANN has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know SPRITZER & FUHRMANN was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. Hop over to ARTISTIC BOUTIQUE. Fine selection of oriental wearing apparel, linens and gift articles. Also exquisite jewelry from the Orient.

From ARTISTIC BOUTIQUE we stroll toward PALAIS ORIENTAL, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately-priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpone".

Next block we arrive at KAN JEWELERS. KAN's motto is "wat KAN kan, kan KAN alleen", which means, "what KAN can do, only KAN can do". See their sophisticated jewelry collection and top-brand-watches. Behind No. 1 Store we find LA VENEZOLANA, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at JEWELRY

OLGA VASQUEZ for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of HONG KONG RESTAURANT AND BAR, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the CORAL STRAND HOTEL, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the TROCADERO. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the MANCHEBO BEACH HOTEL invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean. Last but not least, discovering the other end of the Island in the center of San



CULTURAL CENTER THEATRE - ORANJESTAD

Nicolas is the ASTORIA HOTEL. The open-air patio lovely decorated in Chinese style invites you to have your genuine Chinese food served under exotic tropical sky..... Before leaving San Nicolas or "The Oil Town of Aruba", let's end our shopping at the best known men's store CASA MARIA in the so-called Mainstreet. Large selection of top brand names and friendly service. We hope you enjoy your stay in Aruba and say in Papiamento "Ayo" which means "Goodbye" or "So long"!

For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

MANHATTAN STORE

MARISKA BOOKSTORE *

FANNY'S

LEO BERLINSKI *

ARUBA PEASANT SHOP

CASA HAIME

ARUBA TRADING COMPANY - PHOTO EL GLOBO *

BOTICA DEL PUEBLO

ARTISTIC BOUTIQUE

SPRITZER + FUHRMANN

CASA DEL MIMBRE

PALAIS ORIENTAL

KAN JEWELERS *

LA VENEZOLANA

JOYERIA & RELOJERIA OLGA VASQUEZ

CABENDA

DE WIT BOOKSTORE *

HARTOG SHOE SHOP

LA BONANZA

GIFT SHOP & BONDED LIQUORS (Airport - Aeropuerto)

San Nicolas:

LEO BERLINSKI

SPRITZER + FUHRMANN

ARUBA POST *

PALAIS ORIENTAL

CASA MARIA

FANNY'S

* Closed on Tuesday afternoon. Cerradas martes en la tarde.

FOR SALE

LAND AND BUILDING

known as block enclosed by the following streets:

van Walbeekstr., Kruisweg, Steenweg,

Oude Schoolstraat (in front of

"Botica Aruba") - 2200 sq. meters.

137.000 sq. meters land at Wajaca at

Fls. 1.75 per sq. meter

For info.: Henk Reeberg - Tel. 2775



Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES

Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



NOTE

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For further information contact:

ARUBA INFORMATION CENTER

NEW YORK: 576 Fifth Avenue (7th floor),
New York 10036, Phone: (212) 246 - 3030

MIAMI BEACH, FLORIDA: 407 Lincoln Road
(Suite 12 - K), Florida 33139, Phone: (305) 531-2002

PUERTO RICO: 804 Ponce de Leon Ave. (Suite 408) Miramar, Phone:
725-6700

CANADA: 1405 Bisshop Street, Montreal, Quebec. Phone: VI 5-0292

ARUBA: ARUBA TOURIST BUREAU, Oranjestad, Aruba, Netherlands
Antilles, Phone: 3777, or your travel agent.

U.S. CUSTOMS DUTIES

Important: Because customs regulations were created primarily for importers of articles for resale, they are highly, complex and voluminous. Therefore none of the duty rates listed below should be considered absolute by the individual traveler. They have been gathered to serve as a general guide only. Some articles have no duty charge. Others such as clocks, are dutiable under more than one rate. It should also be remembered that customs authorities take "wear and tear" into consideration on items like wearing apparel if they have already been worn by the returning traveler. Per cent charges listed are on value of article - ad valorum.

Cameras, still, over \$ 10 motion, over \$ 50	12 %
China, bone	9 1/2 %
Crystal	28 %
Diamonds, cut but not set under 1/2 carat over 1/2 carat	22 %
Jewelry, gold 19%; silver	6 %
Leather handbags	8 %
Music boxes	19-44 %
Pearls, loose or temporarily strung: cultured natural	18 %
Perfume	11-20 %
Silk Knits (as wearing apparel)	4 %
Sterling flatware	1 1/2 %
Toys	12 c/lb. + 12 %
Wood carvings	20 %
	14-20 %
	19-28 %
	15 %

CANADIAN CUSTOMS TIPS

New Canadian Customs regulations which came into effect January 1, 1970, double the previous \$ 100 maximum duty-free exemption allowed returning travellers.

A person who has been out of Canada for 48 hours or more is now allowed to bring in duty-free \$ 25 worth of goods every calendar quarter; January 1 - March 31; April 1 - June 30; July 1 - September 30; October 1 - December 31. Instead of the previous exemption of one such exemption four months apart, travellers can now claim one exemption in March and another in April, or in any of the other adjoining quarterly periods.

Travellers returning after being away at least 12 days can bring back goods to a total value of \$ 100 once each calendar year. A quarterly exemption cannot, however, be combined with an annual one to total \$ 125.

The Canadian tourist is however allowed the once-a-year \$ 100 exemption as before, plus the quarterly \$ 25 allowances, making a total of \$ 200.

CASA DEL MIMBRE

PHONE 2430 - NASSAUSTR. 38 - ORANJESTAD

- Colombian Arts & Crafts
 - Haitian Wooden Wares & Crafts
 - 100% Woollen Ponchos (Ruanas)
 - Straw Hats & Hand Bags
 - Souvenirs & Gifts

Mail Orders accepted

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Airconditioned Dining Room overlooking the Schooner Harbor



TEL. 1756

COCKTAIL LOUNGE

OPEN FROM 10 A.M. TO 2 A.M.

- STEAKS
- Chinese dishes
- Curry dishes

Specializing in
SEAFOOD



Aruba



Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamento. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamento, Dutch, Spanish and English.

Visit your favorite place

KIBAIMA

COFFEE SHOP

* upstairs Piet's Soda Fountain

* DE LA SALLE STREET — ORANJESTAD

* All kinds of soft drinks and punches

* Delicious platters

* Ice creams

* Airconditioned - pleasant service - open from 10 a.m. - 2 p.m. and 6 p.m. - 10 p.m.

Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.



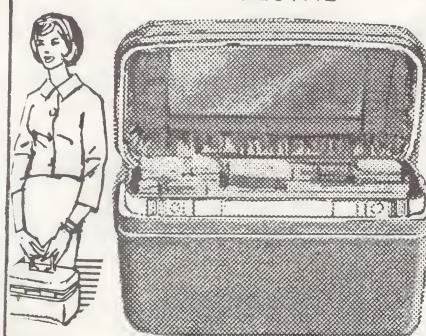
Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

Manhattan Store N.V., Inc.

ORANJESTAD

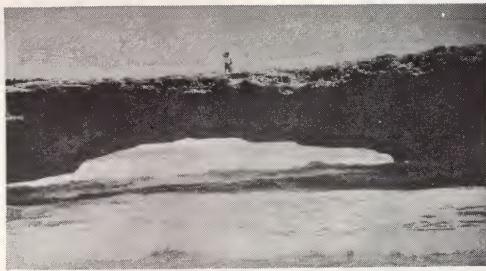
TEL. 1159

Ready to wear
for
the whole family



Ladies Dresses,
Night Gowns,
Sweaters and
Beaded Bags

Samsonite Silhouette
The Gift That Says "You Care!"



On Aruba's northcoast the NATURAL BRIDGE, carved out of solid coral rock.



The ARUBA GOLF CLUB is located near San Nicolas. Facilities to visitors. For info call: 9-3485.



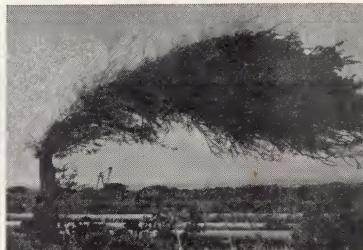
Aruba's most outstanding landmark is HOOIBERG or "Haystack". There are steps for climbing to the top.

WHEN AT ARUBA
DO AS ARUBA DOES

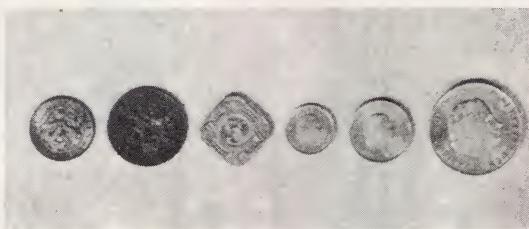
AMSTEL
BIER

Yes, enjoy the sugar white beach all to yourselves; enjoy the sparkling clear sea water, the clean air, and among other things, enjoy AMSTEL BEER, one of the world's next beers, brewed with pure distilled water in the Netherlands Antilles and the finest hops and malts to guarantee fresh quality!

THAT'S ARUBA, THAT'S AMSTEL!



Sugar-white BEACHES, Aruba's Strangely shaped DIVI DIVI TREE, greatest attraction.



MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

ANTILLIAANSE BANK UNIE N.V.

Associated with: General Bank of The Netherlands,
Amsterdam

PHONES: 1515 / 1517 / 1200

Cable address: Antilbank Aruba



Offices located:

Oranjestad: Wilhelminastraat 42
Nassastraat 92

Palm Beach: Holiday Inn

San Nicolas: B. v. d. Veen Zeppenfeldtstraat 67

ANTONIO'S Coffee Shop & Restaurant

Airconditioned

TEL. 3535

Located in the heart of the shopping center

Serving BREAKFAST ★ PLATTERS
SANDWICHES ★ LOCAL SNACKS
BEVERAGES AND ICE CREAM

Welcome to Aruba

LOCAL CIVIC CLUBS



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Regular meeting at Coral Strand Hotel every second Friday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

MASONIC LODGES

Lodge "El Sol Naciente" — Tel. 1818

King Solomon's Lodge — Tel. 5619

Lodge "Hiram 102" — Tel. 5383

ROSICRUCIAN ARUBA CHAPTER, AMORC.

Savaneta 202. For info call 3263.
Meetings: every Thursday evening



ENTERTAINMENT



HOLIDAY INN ARUBA:

Palm Beach Room - open 6 p.m. - 2:30 a.m.
Oasis Pool Bar & Grill

BASI RUTI BEACH HOTEL

ARUBA CARIBBEAN HOTEL-CASINO:

Klompen Klub - Bali Bar

ARUBA-SHERATON HOTEL & CASINO:

Rembrandt Room (Supper Club)

Club Diablo

Discotheque: Thursday, Friday & Saturday 9 p.m. - 2 o'clock in the morning; 2 p.m. - 6 p.m. Sundays.

Rib Room: 7 - 10:30 p.m.

DE OLDE MOLEN (closed on Mondays):

Mill-O-Theque: 10 p.m. - 2 o'clock in the morning;
Saturday 11 p.m. - 5 o'clock in the morning.

MANCHEBO BEACH HOTEL:

Andicuri Room - open: 7 p.m. - 10:30 p.m.
Vespucci sunken pool bar - open: 9 p.m. - 1 o'clock
in the morning. Each Friday night at 9:30 p.m.
Steelband and carnival show

DIVI-DIVI BEACH HOTEL: Pelican Beach Bar and Patio.

Dancing: Friday and Saturday. Sunday's bar-b-que
with steelband music

CORAL STRAND HOTEL "Talk of the Town Restaurant"

Moonlight Grill

HOTEL "THE CACTUS INN":

Discotheque: 9 p.m. - 2 o'clock in the morning
(except Tuesdays)

MOVIE THEATRES:

ORANJESTAD: DE VEER (next to Trocadero
Restaurant)
RIALTO

BALASHI (near Waterplant): DRIVE-IN, 8:30 p.m.

SAN NICOLAS: PRINCIPAL

THE DIVI DIVI HOTEL CORPORATION N. V.

TEL. 3300



WINE - DINE - DANCE - RELAX ALL UNDER THE DIVI DIVI TREE

★ 1000 feet of sugar white beach

★ Fresh water swimming pool

★ Pelican beach bar + patio

★ Entertainment : Dancing - Friday & Saturday to the small hours.

THE DIVI DIVI BEACH HOTEL invites you to participate in the ownership.

For details call or write DIVI DIVI BEACH HOTEL, P.O. Box 577, Oranjestad, Aruba, Cable Diviho or
Antilliaanse Bank Unie N.V. - Oranjestad - Aruba - Phone 1200, 1515

New York office: 308 N. Tioga Street, Ithaca, N.Y., Tel. (607)-273-2040



DE WIT STORES N.V.

AUTHENTIC DELFT BLUE CHINA



ROYAL DUTCH PEWTER



ARUBA CARIBBEAN HOTEL

ARUBA SHERATON HOTEL

MANCHEBO BEACH HOTEL

Also at :

de Wit Giftshop Mainstreet Oranjestad

CASA HAIME N.V.

NASSAUSTRaat 10 - TEL. 1235 - 1152



Featuring extensive lines of:

- EMBROIDERED Sweaters - Table-cloths
Handkerchiefs
- JEWELRY Gold & Silver - Mallorca Pearls
Swiss watches
- BEADED Bags & Sweaters
- BEACH WEAR & BOUTIQUES

TIPS ON U. S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$ 100, which amount is based on the fair retail value of items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addressee does not receive other gift parcels exceeding the \$ 10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
4. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
5. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S. However according to the new regulation, goods from Communist China not exceeding \$ 100,— are allowed with your \$ 100 exemption.
6. To pass U.S. Customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.

Visit



ARUCAR

SABANA BLANCOE 35
TEL. 3055



Aruba



AIRCONDITIONED.

THE MEETING PLACE FOR :

★ CONTINENTAL CUISINE

COURTEOUS SERVICE !

A. Lacle Boulevard No. 19

Phone No. 2966

★ CHOICEST WINES

COZY ATMOSPHERE

COCKTAIL LOUNGE

★ CHINESE DISHES



"BONBINI" TO ARUBA

from

DEWAR'S "White Label" SCOTCH WHISKY

it never varies



CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, ¡Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permitame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad. Empecemos por visitar a **MANHATTAN STORE**. Aquí se ofrecen regalos y recuerdos de todos los países del globo, carteras bordadas, sweters, trajes de baño, maletas Samsonite. Venga, vea, y convéñzase Ud. mismo. Un poquitito más adelante está **CASA HAIME**, donde le espera un gran surtido de artículos y mercancías de calidad para toda la familia. Recomendamos una visita a esta almacén - donde servicio con una sonrisa es un realidad.

Cruzando la calle entraremos en la **FANNY'S SHOP**, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y talles balinesas e hindúes en madera y en marfil.

En la misma acera nos queda la **JOYERIA DE LEO BERLINSKI**, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próxima puerta está **ARUBA PEASANT SHOP**, que le ofrece sweters, bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellisimos objetos de arte de México y preciosas muñecas del país.

Salimos y al frente está la **ARUBA TRADING COMPANY**, con su anexo **PHOTO EL GLOBO**. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. Los caballeros encontrarán desde calzado hasta sombreros y trajes para todas las ocasiones, artículos de tocador que Ud. prefiere, licores y cigarrillos; todo de bien reputadas marcas. Sin ningún costo adicional la **ARUBA TRADING** le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado.

Capítulo aparte merece **PHOTO EL GLOBO**, especializan-

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Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de SPRITZER AND FUHRMANN, esa famosa joyería de la que ya habrá oido hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que SPRITZER AND FUHRMANN, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores, verdaderos artistas cuyas exquisitas joyas por repetidas veces han memerico galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decírles que las garantías de SPRITZER AND FUHRMANN son honrados en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está PALAIS ORIENTAL. Todos los esplendores del Oriente se despliegan ante nosotros en este tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de África; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmínes; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Carnaval en Aruba



Uno de los carnavales más atractivos y llamativos de América es el Carnaval Popular de Aruba. La isla cambia su faz de urbe intensamente comercial, por la alegre y festiva de la locura carnavalesca. El "steelband" con su música enervante, se apodera de la isla y sus habitantes. Los Carnavales de Aruba ya son conocidos mundialmente. Millares de turistas programan sus viajes a la encantadora isla con motivo de los Carnavales.



For information on investment possibilities and incentives offered in Aruba

visit the :

DEPARTMENT OF ECONOMIC DEVELOPMENT

Bestuurskantoor (Government Office)

L. G. Smith Blvd. Oranjestad

Aruba, Neth. Antilles

Tel. 1482-1181

En el próximo bloque llegamos a la Joyería KAN. El lema de Kan es "Wat KAN kan, kan KAN alleen," lo que quiere decir en español: Lo que KAN hace, sólo KAN lo puede hacer. Ellos, sin duda alguna, harán todo lo posible por hacer sus compras más placenteras. Vea su variedad de joyas, cámaras, y famosos relojes.

Los aficionados al sif y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del CORAL STRAND HOTEL, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el CORAL STRAND HOTEL "Talk of the Town Restaurant", un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el HONG KONG RESTAURANT & BAR, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el BASI RUTI HOTEL especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al TROCADERO y ordene un plato a base de mariscos, que son la especialidad de este restorán. Pero la hora avanza y hemos de proseguir con nuestras compras. En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una vista a LA VENEZOLANA, de reputada fama por sus artículos finos para caballeros. Otra vez en la calle principal entraremos en la JOYERIA Y RELOJERIA OLGA VASQUEZ. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso "Vespucci Bar" del MANCHEBO BEACH HOTEL, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

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Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolívar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2

florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es ORANJESTAD, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Nor-



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Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweaters de Cachemira, sedas, azulejos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados innúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado PARQUE WILHELMINA, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el DIVI DIVI, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el áloe, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de PALM BEACH e EAGLE BEACH que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el HOOIBERG (Colina Almiar); para el que deseé escalarla hay una escalera que conduce hasta la misma cima.

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Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son ANDICURI y DOS PLAYAS; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada. Sumamente interesante es el PUENTE NATURAL obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a BOCA DRUIF, que es una gruta junto a las dunas de BOCA PRINS.

El CUNUCU, que quiere decir campo en papiamento, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en AYO y CASIBARI donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En AYO Ud. puede explorarlas internándose por intrincados laberintos. En CASIBARI está la BOCA DEL DRAGON, que es una curiosa formación favorita de los fotógrafos.

Los que están interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de FONTEIN y de CANASHITO, y en las rocas de ARIKOK y AYO.

Los espeleólogos hallarán un reto en las grutas de QUADARIKIRI y HULIBA.

Otro sitio de interés es la iglesia y el cementerio de SANTA ANA. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el CASTILLO DE LOS PIRATAS en BUSHIRIBANA, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En BALASHI están las ruinas de otra mina de oro.

La LAGUNA ESPAÑOLA recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el FRENCHMAN'S PASS o sea PASO DEL FRANCES fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado SAN NICOLAS, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.

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